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And They Were There

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And They Were There

Reports of Meetings

Column Editors: **Sever Bordeianu** (U. of New Mexico)
and **Julia Gelfand** (UC, Irvine)



ALCTS Electronic Publishing Discussion Group Denver, Colorado, January 28, 1993

by **Richard Jasper**
(Emory University)

A version of this report will also appear in AN2 and the ALCTS Newsletter.

An overflow crowd of more than 150 persons, including publishers, materials and systems vendors, and librarians from all walks of the profession, attended the Midwinter meeting of the ALCTS Electronic Publishing Discussion Group in Denver, Colorado, 11:30 a.m.-12:30 PM, Sunday, January 28, 1993. Highlighting the meeting was a 20 minute talk by **Ann Okerson**, director of the Office of Scientific and Academic Publishing for the Association of Research Libraries, regarding "Proprietary Obstacles on the Road to the Electronic Publishing Era." This topic derived from a comment Faxon Company President **Richard Rowe** made at the 1992 San Antonio Midwinter Conference, discussing the emerging electronic information environment. Okerson's lively comments ("While I'm not a copyright abolitionist . . .") further heightened the audience's interest regarding the "intellectual property management" issues that electronic publishing efforts are pushing to the fore. The fifteen minutes of questions and answers following Okerson's talk seemed woefully short.

Okerson pointed out that emerging technology will give us little choice but to provide better management of information ownership and thus provide better access. Existing copyright laws were written to support a system for transmitting information that has gotten out of balance. The language of transference now used for copyright assignment to journal publishers needs to be changed to

deploy ownership in better fashion, Okerson maintained. Likewise, because electronic publishing is concerned with selling access instead of a product, we are seeing a move away from copyright law to licensing and contract law; as a result, the library owns nothing, fair use is diminished, and broad access is limited.

In addition to Okerson's talk, participants discussed the possibility of setting up their own moderated discussion list and indicated a willingness to seek co-sponsorship by other groups in ALA, such as ACRL, LITA, and RASD. Since the Denver meeting, a number of topics have been suggested for the New Orleans meeting, including "economic models for electronic publishing" and "bridging the gap" over processing/technical and collecting/economic issues associated with electronic publishing. The summer meeting will also be the time to elect a new vice-chair/chair-elect of the group. Nominations for this position should be sent no later than May 1, 1993 to: **Richard P. Jasper, Chair; ALCTS Electronic Publishing Discussion Group; Emory University General Libraries; Atlanta, GA 30322-2870. Phone: (404) 727-0122. FAX: (404) 727-0053.**

The Oklahoma Collection Development Conference Declining Acquisitions Budgets: Allocation, Collection Development and Communication of Impact February 25-26, 1993 Oklahoma City, Oklahoma

by **Andrea R. Testi**
(Univ. of New Mexico)

The Oklahoma Conference brochure stated that "today's funding environment raises many questions as to how libraries will distribute money for acquisitions, how they will build collections for present and future use, and how librarians will communicate

the impact of funding issues to their users." The eight presentations that comprised this year's conference provided participants with some answers to these questions. Each speaker highlighted their unique approaches to dealing with these difficult long term issues.

Sul H. Lee, Dean, University of Oklahoma Libraries and Conference Chairman, opened the meeting with a warm welcome to everyone who had struggled through the typical midwestern spring storm to attend the conference. Sul encouraged all of us to stop complaining and look toward a positive perspective on how to deal with the issues libraries are facing, asking us to focus on two points: (1) how can we continue to build strong collections with declining resources, and (2) the critical need to communicate these issues to our faculty and researchers. Having planted the seeds, Sul turned the Conference over to the first-rate group of speakers.

Nancy Eaton, Dean of Library Services, Iowa State University of Science and Technology, opened the session with her presentation entitled, "The Director's Role in the Acquisitions Dilemma." Given the highly political nature of academic budget processes, dealing with constituents becomes the major role of the director. Eaton identified six important components of the director's role — (1) Symbolism is defined as assuring that the concept of the library as the "heart of the university" is kept intact during difficult times, regardless of the changing nature of services and access. (2) In acting as a catalyst for change, the director must address both internal and external issues. Internally, providing a consistent message and plan for library employees is essential. Equally as important, and in the long term, more time consuming, is the external communication to the University community at large. (3) Accountability is usually driven by external forces. One must be able to justify how resources are being used,

and be flexible in evaluating new and better measures to assess use patterns and user needs. (4-5) The director must utilize allies, such as ARL and the Big 10 CIC Midwest Libraries, and formulate long range strategies. A few examples noted were: the need to stress regional implications, to try and impact scholarly publishing, and to try a variety of projects to change the delivery of information. (6) Educating the university administration, faculty and students on a broad scale, and involving them in the movement toward long term changes is critical. Addressing audiences in terminology that they will understand, presenting the library as a progressive organization, and portraying the director as a leader, are essential elements. Nancy's presentation was optimistic, illustrating how an energetic versatile leader can influence the university community, gaining recognition and respect for the library.

Ross Atkinson, Assistant University Librarian for Collection Development and Preservation, Cornell University, presented a provocative paper, introducing an alternative

approach to dealing with declining resources. His paper, "Crisis and Opportunity: Re-evaluating Acquisition Budgeting in an Age of Transition," stressed the importance of remodeling the budget and utilizing it as a communication tool and planning document to project the "true" costs of meeting academic needs. According to Ross, each operational unit within the library seems to have separate goals, rather than one library-wide goal, addressing user needs. He feels that implementation of a multidimensional budgeting platform would help break down the traditional operational barriers libraries have established. Use of this theoretical model would force libraries to generalize on traditional operations and look at information services as a "fullness." Atkinson's passionate and philosophical presentation left the audience with a new budgeting approach to consider; one with the potential to really show how and where the library budget is going.

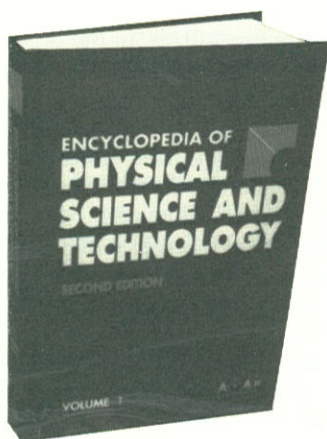
Gay Dannelly, Collection Development Officer, Ohio State University, discussed the "Philosophy and Applications of a Library Materials Budget

Indexing Program" utilized at her institution as a rational process for reviewing acquisitions costs. In competing for university funding, the libraries at OSU needed to justify their expenditures and fiscal year allocation requests to their administration based on a "politically suitable" methodology. The index is based on annual data that reflects the previous year's expenditures. Comments generated from the audience noted that this plan does not allow for year-by-year price projections, thus, does not accurately reflect current costs. While Gay agreed in principal, she noted that one needs to work within their own organizational model in order to gather support. This budgeting index works well within the organizational setting at OSU, and assures that the library will receive maximum annual funding based on this standardized approach.

Leonard Schrift, President and CEO, Ballen Booksellers International, provided an interesting historical perspective on the publishing industry in his presentation entitled, "Is It Possible to Develop Libraries Without Resources?" Schrift also explored the

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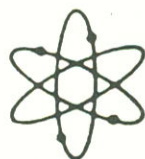
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new look of the publishing monopolies, and what effect they can potentially have on libraries. In his concluding remarks Schrift stated the "libraries need to change their internal views and exterior posteriors. Libraries need to become more active, dynamic, and assertive."

Anthony Ferguson, Associate University Librarian, Columbia University, presented data gathered from an 18-month-long user study done at his institution. The goals of the study, to better understand the needs of their scientific user population, and how to address these needs in times of declining resources, are goals most academic libraries can identify with. Ferguson's presentation highlighted results from a pilot document delivery study comparing costs between accessing and owning particular journals. Preliminary results support the premise that for journals with low use (less than 10 uses/requests), it is more than three times cheaper to purchase the articles as needed. Libraries are faced with a changing culture. Declining resources, coupled with exponential increases in information and electronic accessibility, are forces changing the way research is done. Will electronic browsing and document delivery be enough, or will only physical browsing and serendipity work? Answers to these and many more questions are being sought at Columbia University Libraries. Tony's presentation was stimulating, and provided the audience with many creative methods to assess users and their needs.

Judy Webster, Head of Acquisitions, University of Tennessee, talked about "Allocating Library Acquisition Budgets in an Era of Declining or Static Funding." An historical review of traditional funding theories was presented. There are between 15 and 20 types being used by academic libraries today. As an alternative to these formulae, Judy strongly suggests that we need to take a closer look at the actual use of the collection and fund based on this use, rather than on potential use. This method would allow libraries the flexibility to fund for the here and now, rather than the future.

Chuck Hamaker, Assistant Dean for Collection Development, Louisiana State University, stated that "libraries are being destroyed as cultural depositories of the literary word. More

money won't help; rather a fundamental change in the way scientific literature is handled, a change in what libraries do and how they do it is called for." Chuck's presentation, "Toward a Calculus of Collection Development," presented some raw data gathered from an integrated study of acquisition, cataloging, and circulation costs from his library. Similar to the concept presented in Judy's presentation, Hamaker suggests that we start asking ourselves what are the most advantageous purchases for our collections, based on cost per use and actual use of items in the collection.

Kathleen Born, Marketing Manager of the Academic Division, EBSCO Subscription Services, wrapped up the conference with her presentation, "The Role of the Serials Vendor in the Collection Assessment and Evaluation Process." Born discussed the various types of assistance that a serials vendor could potentially provide libraries during these times of declining budget resources.

In summary, the 1993 Oklahoma Conference provided all participants with many innovative ideas to explore and implement at their own institutions. A theme that emerged, and that was consistent across all of the presentations was the need for all of us to rethink what academic libraries and librarians are doing and how we are doing it. We have to make a radical break with the past and march into the future forcefully!

*We cut many meeting
reports which were
intended for this issue.
They will be carried
in the June issue.*

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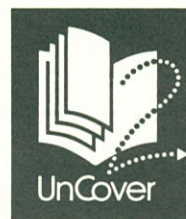
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